

THE IMPORTANCE OF INTERNET MARKETING IN THE DEVELOPMENT OF SMALL BUSINESSES IN THE COUNTRY

Azizkhanova M. A.¹

Odilova Sh.T.²

¹Azizkhanova Mohirakhon Abdurahim kizi

Master of Business Administration, Kimyo International University in Tashkent

²Shoirahon Odilova, PhD

Assistant Professor at Kimyo International University in Tashkent, Uzbekistan

Annotation:

This article discusses the role of Internet marketing in the development of small businesses and the application of the theoretical foundations of electronic commerce. The article also reveals the prospects and benefits of e-commerce.

Keywords: internet, internet marketing, e-commerce, internet store, innovative products.

INTRODUCTION

Comprehensive socio-economic reforms being carried out in our republic today require improvement of the activities of economic entities based on modern marketing mechanisms.

In the conditions of market relations, it is the demand of the time to foresee the current problematic issues, changes and possible opportunities, to develop a new method, a new technique - technology in the development of economic policy and strategy [3].

MATERIALS AND METHODS

Today, foreign scientists conducting research in the field of marketing have considered "internet marketing" as a new direction of activity consisting of information and Internet technologies.

As a result of the globalization of the world economy, the strengthening of the competitive environment, the sharp reduction of the life cycle of manufactured products, the rapid changes in the market situation and the needs of consumers make the development of effective commercialization mechanisms in a short period of time for the production of each product a vital necessity [6]. This requires the use of



internet marketing for quick delivery and effective commercialization of the products of small business entities to consumers.

In the last decade, the "life cycle" of the product has been reduced by four times, the diversity of the product range has increased, the mass production of the same products has decreased, and the content of products with brand quality has changed [4]. In this respect, internet marketing activities are not limited to simple ways to reduce the costs of small businesses, but at the same time, they focus more on the areas of online sales of products and continuous increase of income.

RESULTS AND DISCUSSION

Internet marketing first appeared in the early 1990s. Now Internet marketing is something more than selling information products. There is a trade in information space, business models and other goods and services. For example, companies such as Google and Yahoo offer local advertising services to small and medium businesses. This type of marketing allows anyone with an idea, product or service to reach the widest possible audience, allowing the company to expand its activities to the national and international market. Small companies get a chance to fight for the market on a par with large ones, since entering the market does not require large expenses [1].

Internet marketing uses direct response marketing strategies that are traditionally used in mailing lists, television and radio commercials, only here they are applied to the business space on the Internet. One of the main properties of the Internet environment is its hypermedia nature, which is characterized by high efficiency in the presentation and assimilation of information, which significantly increases the possibilities of marketing in strengthening the relationship between enterprises and consumers.

In addition, the role played by the Internet is not limited to communication functions, but also includes the ability to conclude transactions, make purchases and make payments, giving it the features of a global electronic market. It is important that Internet marketing provides an opportunity to get any information about products. But if a potential consumer does not find the information of interest to him, then he is likely to purchase a product from a competitor [2].

In our opinion, the Internet marketing system allows forecasting certain segments of the market, planning their consumption characteristics, price and sales channels, reducing market uncertainties and innovations that are not acceptable in consumption.

In today's conditions, the success of economic relations cannot be imagined without modern information technologies and the Internet. It is worth noting that one of the comprehensive reforms in our republic is aimed at the development of small business entities, including the opportunity to fully use the Internet for sufficient activity.

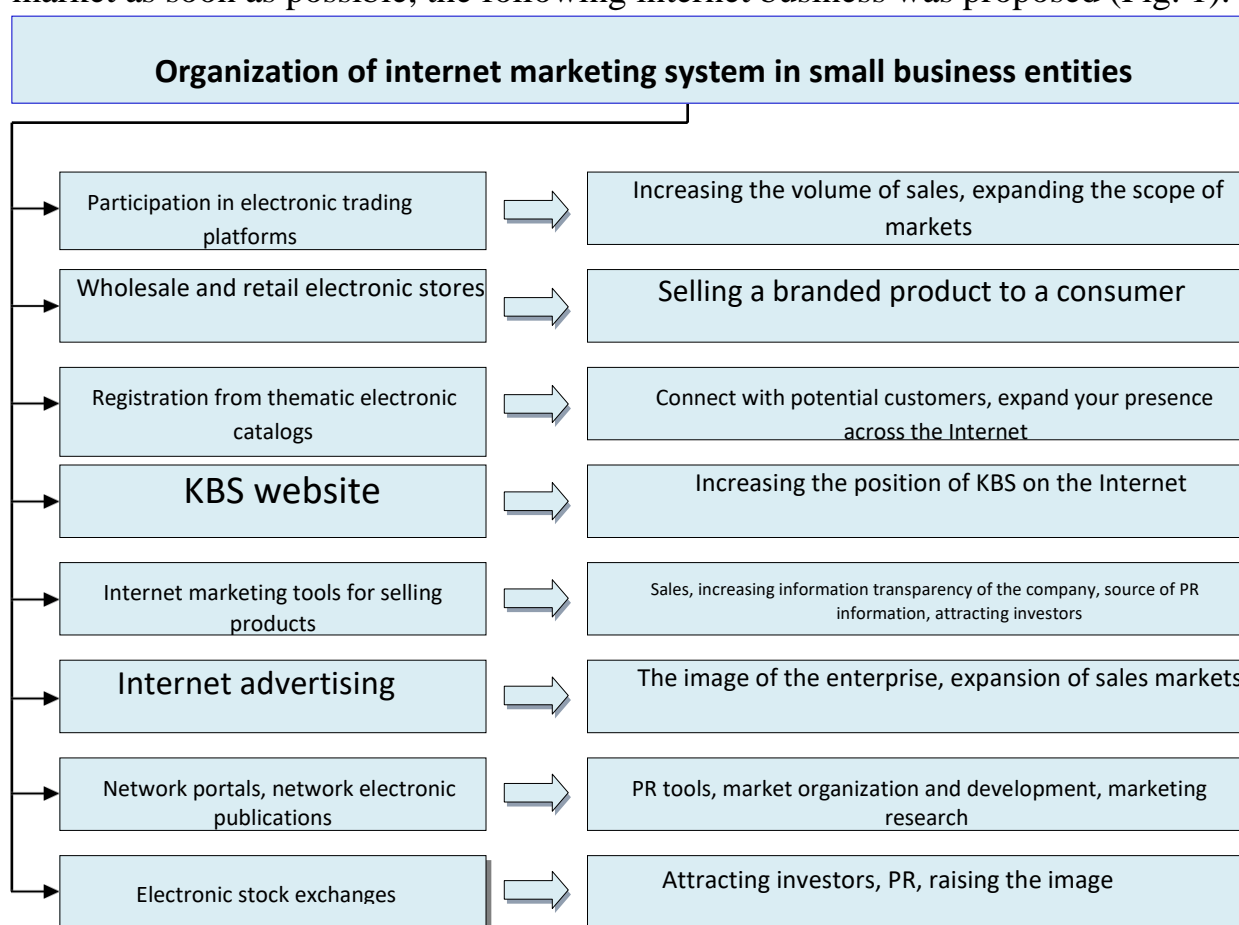


As a result of these reforms, due to the introduction of direct electronic forms of interaction between state bodies and business entities, in 2022, 42 thousand 800 business entities were registered on the Unified interactive state services portal through the Internet. They have access to 260 types of interactive services. In 2021-2022, more than 102,000 services were provided to entrepreneurs and citizens, and in 2022, this figure exceeded 420,000.

The following examples of e-commerce in small business entities can be given:

- selling products and providing services in online stores;
- reservation of seats in a hotel, restaurant, airport in advance via the Internet;
- use of an interactive telephone system that allows free calls when receiving orders from consumers;
- placing orders for the purchase of products by retail enterprises using the electronic exchange system of the wholesale enterprise;
- electronic insurance services in small business entities, etc.

In order to form internet marketing in the activities of small business entities, commercialize innovative products, expand the sales volume and gain a name in the market as soon as possible, the following internet business was proposed (Fig. 1).



Internet marketing allows a company to save money on advertising and sales staff. It is also important that with the help of Internet marketing, you can track the effectiveness of the campaign [3].

Today, more than 4/5 of the entire population of Uzbekistan are Internet users; to obtain information, they use search engines (Yandex, Google, Rambler, etc.), forums and social networks - that is, with access to the Internet, the necessary sites open before you with the target audience you need. This is also a big plus.

Internet marketing is growing very fast, becoming more and more popular, website promotion on the Internet is becoming one of the most important business development tools.

The share of Web users who choose and order goods online is also growing - today it makes up about a quarter of the entire Runet audience [4]. It is natural that an increasing number of market segments prefer Internet advertising as the most effective business promotion. Today, the global web covers almost all areas of the market - from large manufacturers to small businesses and individual entrepreneurs. On average, every tenth ruble spent on advertising today goes to the promotion of the company on the Web.

All this testifies to the relevance of the use of Internet marketing in our days.

CONCLUSION

The following ways to effectively use the Internet marketing system in the development of small business entities are offered:

- providing small business entities with personnel who have thoroughly mastered the field of modern management and marketing;
- revitalizing the activities of business incubators and technology parks in improving the skills of employees in the field of small business;
- encouraging small business entities by creating relief in tax payments on income from goods or services sold over the Internet;
- formation and improvement of the national search system in the organization of web pages of small business entities and increasing its effectiveness.

REFERENCES

1. Decree No. 4848 of the President of the Republic of Uzbekistan dated October 5, 2016 "On additional measures to ensure the rapid development of business activities, comprehensive protection of private property and qualitative improvement of the business environment".



2. Kakharov A.J. Scientific review of the essence of innovative marketing as an economic activity. Scientific electronic magazine "Economy and innovative technologies". No. 6, November-December 2015.
3. Maraimova U. I. Candidate's thesis entitled "Ways of effective use of innovative marketing technologies in increasing the export potential of small business entities". -T.: TDIU. 2012
4. Denisova A.L., Molotkov N.V., Blum M.A., Ulyakhin T.M., Guskov A.V. E-commerce: the basics of organizing and doing business: Textbook / - Tambov: FGBOU VPO "TSTU", 2012. - 88 p.
5. Рахматов, З. Н., & Рашидов, Д. Н. (2023). Пути совершенствования механизма разработки маркетинговой стратегии ао «Ўзтемирйўлйўловчи». Innovative achievements in science 2022, 2(17), 55-60.
6. Gavrilov L. P. Electronic commerce: textbook and workshop for undergraduate and graduate students / - М.: Yurayt, 2016. - 363 p.

